

ONDE É O AFTER - POP E POPFUNK - 23/08/25

DATE: Saturday, August 23, 2025
LOCATION: São Mateus, Minas Gerais, BR

Event Description

ONDE É O AFTER - POP E POPFUNK - 23/08/25 is a premier concerts event in São Mateus. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: concerts

Importance Rank: 39/100

Expected Attendance: 292 people

Event ID: iMV9dewXnecY9q447P

Hotel Demand Indicators

ADR Impact Index: 4.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 117 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.